REMARKS

Applicant respectfully requests reconsideration of the present application in view of the foregoing amendments and in view of the reasons that follow.

Claims 1, 3-5, 9 and 10-16 have been amended for clarification. Specifically, claim 13 has been amended to correct a typographical error and claims 14-16 have been amended to recite a computer readable medium. New claims 17-19 have been added to further define the claimed system and method. No new matter has been added. Support for new claims 17-19 can be found at least in claims 1, 11 and 14 as originally filed.

This amendment changes and adds claims in this application. A detailed listing of all claims that are, or were in the application, irrespective of whether the claims remain under examination in the application, is presented with an appropriate defined status identifier.

Claims 1-16 remain pending in this application.

Claim Rejections under 35 U.S.C. § 102(e)

Claims 1-16 were rejected under 35 U.S.C. § 102 (e) as being anticipated by U.S. Patent No. 6,623,369 ("Shea"). In response, Applicant traverses the rejection for the reasons set forth below.

Applicant relies on M.P.E.P. § 2131, entitled "Anticipation – Application of 35 U.S.C. § 102(a), (b) and (e)" which states, "a claim is anticipated only if each and every element set forth in the claim is found, either expressly or inherently described, in a single prior art reference." Applicant respectfully submits that Shea does not describe each and every element of the claims.

Independent claim 1 is directed to a self-service sales management system. The management system comprises a skill authentication server; a shop terminal; a customer terminal and *a card company server*, which are interconnected via a communication network; wherein said skill authentication server comprises *a skill authentication test creator for creating skill authentication test questions on the basis of a screen input information,*

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calculating a skill authentication result on the basis of a customer test answer information for the skill authentication test questions, and *transmitting the customer test answer information and the skill authentication result to said shop terminal and said card company server*; said customer terminal comprises a communicator for transmitting the customer test answer information for the skill authentication test questions to said skill authentication server; *said card company server comprises an ID creator for creating an ID card for storing the customer test answer information and the skill authentication result*; and said shop terminal comprises a transmitter for transmitting the screen input information to said skill authentication server and *a guidance unit for making a guidance on the basis of the customer test answer information and the skill authentication result that are stored in said ID card.* (Emphasis added.)

Independent claim 11 is directed to a self-service sales management method. The claimed method includes *creating a skill authentication test questions on the basis of a screen input information*; *calculating a skill authentication result on the basis of the customer test answer information for the skill authentication test questions*; transmitting the customer test answer information and the skill authentication result; creating an ID card for storing the customer test answer information and the skill authentication result; and *making a guidance on the basis of the customer test answer information and the skill authentication result.* (Emphasis added.)

Independent claim 13 is directed to a self-service sales management method. The method comprises *displaying a home page of the test question creation information input screen*; transmitting a screen input information input by a operator; *storing* a customer personal information, *a customer test answer information* and the skill authentication result in a storage unit of a shop terminal; reading the customer personal information, the customer test answer information and the skill authentication result that are stored in an ID card; *rewriting the customer personal information, the customer test answer information and the skill authentication result with the customer personal information, the customer test answer information and the skill authentication result that are stored in the storage unit of said shop terminal upon a rewrite instruction*; *comparing the customer personal information, the customer test answer information and the customer skill authentication result from said ID*

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card with the customer personal information, the customer test answer information and the skill authentication result that are stored in the storage unit of said shop terminal, and *outputting the rewrite instruction, if they are unmatched; and making a guidance on the basis of the customer personal information, the customer test answer information and the skill authentication result that are stored in the storage unit of said shop terminal.* (Emphasis added.)

Independent claims 14-16 are directed to self-service sales management programs embodied in a computer readable medium that contain similar limitations to those identified above in independent claims 1, 11 and 13.

Accordingly, the method and system claimed in claims 1, 11 and 13-16 are directed to make the sale of various self-service commodities and services more efficient. For example, the purpose of the method, system and program claimed in claims 1, 11 and 13-16 is to implement a self-service system in which a customer can accept a service in accordance with the ability of the customer *by determining the ability of the customer in advance* so that the customer may accept an appropriate service at a shop of the self-service system. The claimed method, system and program provides guidance based on test results. For example, a guidance unit may display guidance corresponding to the users personal information. That is, if the answer to a question of a test given is unknown, the guidance unit displays "Call the Clerk."

In contrast, Shea does not disclose, teach or suggest each and every element recited in independent claims 1, 11 and 13-16. Shea is directed to a bowling center system for setting pins on a bowling lane. *See* Abstract. Shea discloses a bowler console for allowing a user to interact with the bowling center system. *See* Col. 4, lines 26-67. Shea also discloses that an ability test (a sequence of pin configurations that the bowler attempts to knock down) can be given to a user. *See* Col. 8, lines 43-49. The ability test can be used in combination with other performance data such as a handicap or prior game performance. *See* Col. 8, lines 43-46.

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The Office Action broadly asserts that Columns 4-9 meets the claim limitations as recited in independent claims 1, 11 and 13-16 without pointing out with any specificity where each and every limitation is disclosed in Shea. For example, Shea fails to disclose, teach or suggest "a card company server," "a skill authentication test creator for creating skill authentication test questions on the basis of a screen input information, calculating a skill authentication result on the basis of a customer test answer information for the skill authentication test questions," "transmitting the customer test answer information and the skill authentication result to said shop terminal and said card company server;" "said card company server comprises an ID creator for creating an ID card for storing the customer test answer information and the skill authentication result;" and "a guidance unit for making a guidance on the basis of the customer test answer information and the skill authentication result that are stored in said ID card," as claimed in claim 1,

In addition, Shea fails to disclose, teach or suggest "creating a skill authentication test questions on the basis of a screen input information; calculating a skill authentication result on the basis of the customer test answer information for the skill authentication test questions;" and "making a guidance on the basis of the customer test answer information and the skill authentication result," as claimed in claim 11.

Further, Shea fails to disclose, teach or suggest "displaying a home page of the test question creation information input screen;" "storing a customer personal information, a customer test answer information", "rewriting the customer personal information, the customer test answer information and the skill authentication result with the customer personal information, the customer test answer information and the skill authentication result that are stored in the storage unit of said shop terminal upon a rewrite instruction; comparing the customer personal information, the customer test answer information and the customer skill authentication result from said ID card with the customer personal information, the customer test answer information and the skill authentication result that are stored in the storage unit of said shop terminal, and outputting the rewrite instruction, if they are unmatched; and making a guidance on the basis of the customer personal information, the customer test answer information and the skill authentication result that are stored in the storage unit of said shop terminal," as claimed in claim 13.

M.P.E.P. § 2131 states that"[t]he identical invention must be shown in as complete detail as is contained in the…claim." *Richardson v. Suzuki Motor Co.*, 868 F.2d 1226, 1236 (Fed. Cir. 1989). The elements must be arranged as required by the claim. *See In re Bond*, 910 F.2d 831, 15 USPQ2d 1566 (Fed. Cir. 1990). Here, Shea fails to disclose each and every limitation in as complete detail as is contained in independent claim 1, 11 and 13-16.

Accordingly, Applicant respectfully requests that the rejection be withdrawn and independent claims 1, 11 and 13-16 be allowed. Further, claims 2-10 and 12 depend from one of claims 1 or 11 and should be allowed for the reasons set forth above.

If this rejection of the claims is maintained, the examiner is respectfully requested to point out with greater specificity where each of the above-mentioned features are disclosed in Shea.

New Claims

New claims 17-19 have been added to further define the claimed system and method. Claim 17 contains similar limitations to that of claim 1, claim 18 contains similar limitations to that of claim 11 and claim 19 contains similar limitations to that of claim 14. Accordingly, Applicant requests that claims 17-19 be allowed for at least the reasons set forth above.

Conclusion

Applicant believes that the present application is now in condition for allowance. Favorable reconsideration of the application as amended is respectfully requested.

The Examiner is invited to contact the undersigned by telephone if it is felt that a telephone interview would advance the prosecution of the present application.
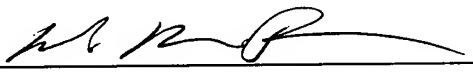
The Commissioner is hereby authorized to charge any additional fees which may be required regarding this application under 37 C.F.R. §§ 1.16-1.17, or credit any overpayment, to Deposit Account No. 19-0741. Should no proper payment be enclosed herewith, as by a check being in the wrong amount, unsigned, post-dated, otherwise improper or informal or even entirely missing or a credit card payment form being unsigned, providing incorrect

information resulting in a rejected credit card transaction, or even entirely missing, the Commissioner is authorized to charge the unpaid amount to Deposit Account No. 19-0741. If any extensions of time are needed for timely acceptance of papers submitted herewith, Applicant hereby petitions for such extension under 37 C.F.R. §1.136 and authorizes payment of any such extensions fees to Deposit Account No. 19-0741.

Respectfully submitted,

Date 7/31/08   By _____

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